



FRONT PROJECTION

THE NEW WAY TO UNLIMITED BACKGROUNDS



FRONT PROJECTION

THE MOST EXCITING ADVANCE IN PROFESSIONAL PHOTOGRAPHY SINCE THE ELECTRONIC FLASH



Hobart Baker

Wouldn't you like to

... Shoot fur coats for Christmas catalogs with Swiss Alps ski backgrounds in your studio in July — or shoot bathing suits in a tropical setting in the middle of winter?

... Shoot a model in a bridal gown standing in front of St. Peter's Cathedral in Rome and in the next minute, photograph the same bride in an Alice-in-Wonderland setting of giant oversized apple blossoms?

... Shoot an oil well executive in your studio, standing by his refinery in South America?

... Shoot interesting studio effects with abstract, realistic or surrealistic backgrounds which you have made on glass slides from small drawings — limited only by your imagination?

... Shoot still-life photography and combine almost anything with anything else: A pine oil shampoo with a pine forest, or an enormous pine cone; or, superimpose two objects together like a controlled double exposure?

The Breakthrough Photographers Have Been Waiting For

Now your studio can be a tropical island — a mountain peak — a crowd of people — anything you can project from a transparency.

Now you can project backgrounds in your own studio better than the largest Hollywood studio ever could before.

The new FRONT PROJECTION Background System brings new excitement to your photography. It brings locations from around the world to your studio.

The FRONT PROJECTION Background System is a new tool for the Commercial, Portrait, Industrial, Illustrative, Advertising, and Fashion Photographer.

It will make you money; and it will save you money by eliminating many time consuming, nerve-wracking location trips.

With the FRONT PROJECTION Background System you expand the walls of your studio to include any part of the world available on transparencies. You can place your subjects in front of fantastically real locations as easily as changing a slide.

But even more important, you can now create background effects and combine art work and textures with photographic perfection — in one exposure, and without the need for expensive laboratory strip-ins.

With a FRONT PROJECTION Background System your photography can immediately take on a new dimension in versatility and originality.

Special Screen Makes FRONT PROJECTION Possible

One of the secrets of FRONT PROJECTION is its remarkable new RETRO-REFLEX Screen. This screen reflects images projected on it directly back at the combination camera/projector — nowhere else.

This means that you project your backgrounds right from the camera position — IN A BRILLIANTLY LIGHTED STUDIO — yet the background and your models are photographed with fantastic sharpness and no noticeable loss of contrast or color saturation.



Artists, Inc., Chicago



Harry Hartman

One Compact Unit & Screen Does It

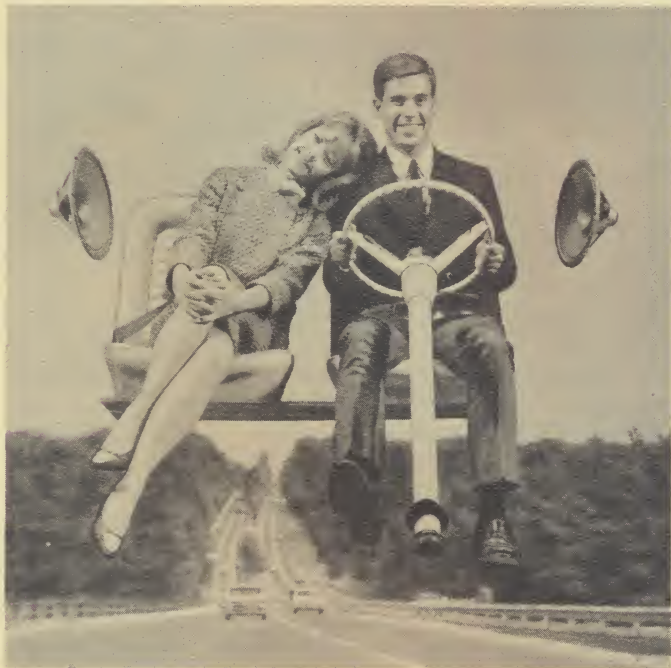
Space savings with the new FRONT PROJECTION Background System are remarkable. Despite the fact that it does a far better job than Hollywood's clumsy and expensive background projectors — it produces no hotspot — takes up no more space than your standard camera stand — is completely adjustable and counter-balanced for cameras from 35mm to 8x10 — and lets you swing and tilt as you need.

Reproduced in this brochure are photographs taken with the FRONT PROJECTION Background System. They were all shot in well known commercial studios and have been reproduced in national magazines.

Any of them could have been taken in your own studio by your own equipment using the FRONT PROJECTION Background System.

Investigate it now — it will expand your studio walls to encompass a whole new world of backgrounds and locations.

John Zimmerman



The photographs shown on these pages are just a few examples of FRONT PROJECTION in action.

Hobart Baker





Ida Art Studio, Brooklyn



Courtesy of David Hecht, RCA Records

Hobart Baker



EATON'S OF CANADA

FALL AND WINTER 1963-1964

WHERE GUARANTEED
SHOPPING BEGAN
AND SATISFACTION
NEVER ENDS



ORDER BY PHONE...
BY MAIL...OR
THROUGH YOUR
CATALOGUE
ORDER OFFICE
SEE INSERT PAGE 536

CREDIT PLAN
PAGES 542-543

INDEX PAGE 551

Descriptions of Snow Suits page 137;
Overboots 192; Mitts 169.

Cover Courtesy T. Eaton Co. Ltd.
Photograph by Pringle & Booth, Toronto

UNLIMITED CREATIVE POSSIBILITIES

PORTRAITURE

Busy Executives in their natural background yet photographed in your studio.

Politicians shown before the capital or other important civic buildings.

Dancers, musicians, actors, portrayed against stage settings.

Painters, sculptors, and architects shown with their work.

Mature women shown in elegant surroundings.

School athletes taken against an action background of their sport.

Military men and officers taken against an appropriate background of planes, tanks, guns, or ships.

FASHION

Garments photographed against an enlarged background of the same fabric.

Fashions shot in your studio but in natural settings.

ILLUSTRATION

Unlimited size and color relationships. Abstract designs or natural settings.

INDUSTRIAL

Machines shown in the settings in which they will be used.

CATALOGS

Products illustrated in situations where they will be used. Scenes, settings, and color instantly changed.

**ALL THESE THINGS CAN BE DONE
RIGHT IN YOUR OWN STUDIO WITH
FRONT PROJECTION**



404 Park Avenue South • New York, N. Y. 10016 • (212) LE 2-8284

FRONT PROJECTION CORPORATION

Front Projection Corporation is a wholly owned enterprise of Sherman Fairchild, well known aerial camera pioneer. It engineers and manufactures a patented screen and camera projector for combining Front Projection backgrounds with real foregrounds. The corporation operates under pending applications, Jenkins' Patents Nos. 2,727,427 and 2,727,429, H. Baker Patent No. 3,227,509 and S. Fairchild Patent No. 3,224,718.

printed in U.S.A.

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New York, N.Y.

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FRONT **PROJECTION**
CORPORATION

404 Park Avenue South, • New York, N.Y. 10016



- ☐ Yes, I've thought about the FRONT PROJECTION Background System, but I would like more information.
- ☐ Yes, I'm interested in the FRONT PROJECTION Background System. Please let me know about your leasing or financing plans.
- ☐ I'm interested in the FRONT PROJECTION Studio Stand. Please tell me more.
- ☐ Keep me informed about the latest photographic developments from FRONT PROJECTION CORP.
- ☐ I'm not interested in the FRONT PROJECTION Background System at this time because _____
- _____
- _____
- _____



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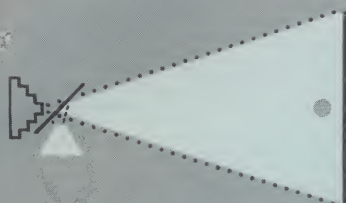
Name _____

Firm Name _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____



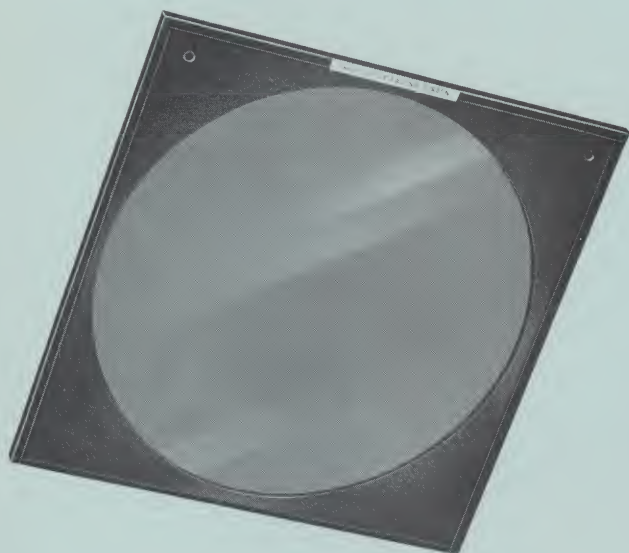
FRONT PROJECTION PRODUCT BULLETIN

BULLETIN No. 2

**FRONTAL
LIGHTING
FILTERS**

404 Park Avenue South • New York, New York 10016 • (212) LE 2-8284

FRONTAL LIGHTING FILTERS



To permit lighting freedom while photographing with the Front Projection Background System, Front Projection Corporation has developed a special type of polarizer that eliminates the need for accurate orientation of the filters. Screen flare virtually disappears even with the fill light a close eighteen inches off the camera axis.

3" x 3" Camera filter in metal frame	\$ 5.00
4" x 4" Camera filter in metal frame	\$ 8.50
8" x 8" Frontal lighting filter in metal frame	\$ 27.00
11" x 11" Frontal lighting filter in metal frame	\$ 35.00
16" x 16" Frontal lighting filter material	\$ 50.00
19" x 25" Frontal lighting filter material	\$ 75.00
19" x 50" Frontal lighting filter material	\$150.00

WITH FRONTAL FILTER



WITHOUT FRONTAL FILTER



For further information, contact:
Vincent G. Marotti, Marketing Manager.

FPC AUTHORIZED DEALER

Front Projection Corporation operates under pending applications, Jenkins' Patents Nos. 2,727,427 and 2,727,429, H. Baker Patent No. 3,227,509 and S. Fairchild Patent No. 3,224,718.

Printed in U.S.A.



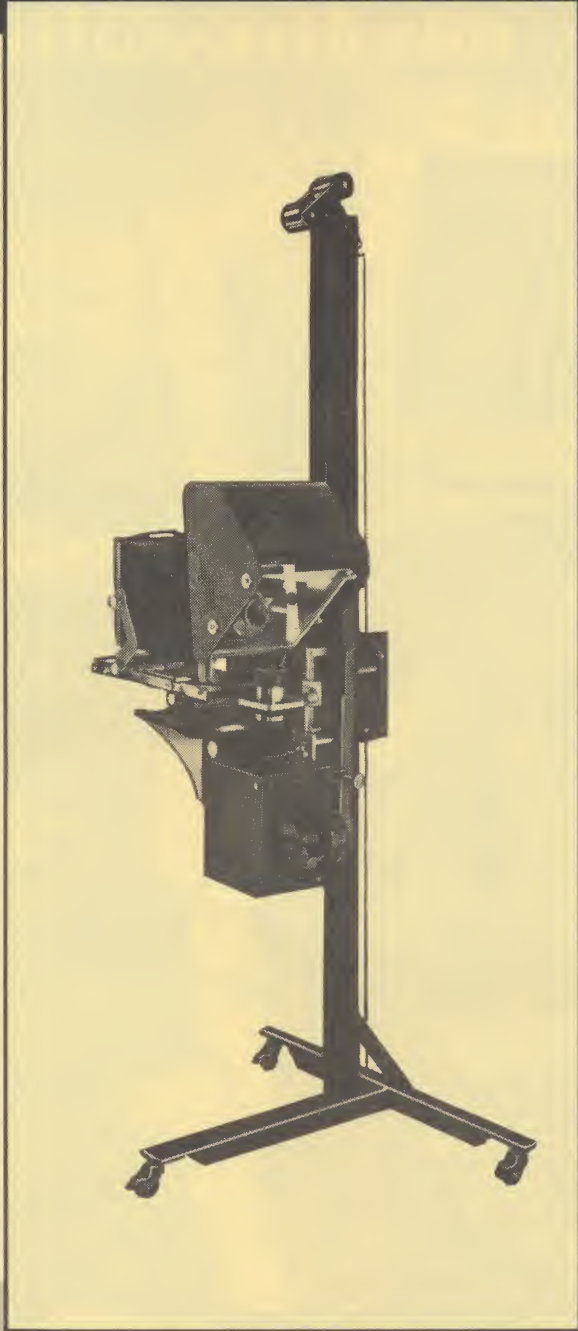
PRICE LIST

Instant Unlimited BACKGROUNDS

FEB. 15, 1967

A central Polaroid photograph depicts a man in a suit and a woman in a dress standing in a studio, with a large camera and projection equipment visible. Surrounding this central image are several other Polaroid photographs, each labeled "FRONT PROJECTION CORP." at the bottom. These include: a classical building with columns (likely the Parthenon), a tall clock tower (Big Ben), a tall tower with a spiral staircase (the Eiffel Tower), a woman in a dress, a classical building with columns, a woman in a dress, a classical building with columns, a woman in a dress, a classical building with columns, a woman in a dress, a classical building with columns, and a woman in a dress. The entire collage is set against a dark background.

FPC PROFESSIONAL MODEL



BASIC UNIT INCLUDES:

- Completely adjustable camera shelf plus a camera positioning block. (Specify camera to be used.)
- Highly efficient Strobe and incandescent (Quartz iodine) light source. (State strobe power supply used.)
- Special 2¼" x 2¼" wide-angle, 4-element condenser system including heat absorbing filters.
- 75mm f/3.5 projection lens.

OPTIONAL:

35mm 4-element condenser system including heat absorbing filters, 50mm f/2.8 projection lens.

- 9' monopost (7' monopost on special order) with 42" wide front support.
- Counter balanced crank driven trolley for effortless raising and lowering of projection unit.
- Quick-lock tilting mechanism.
- 12" x 12" beam splitter.
- Adjustable lens stage.
- Tilting slide stage.
- Solid foot-lock lever.

PROFESSIONAL USERS PRICE: \$3,775.00

This model contains all the latest features of the FRONT PROJECTION Background System. It is versatile, rugged and will accept all camera sizes to 8 x 10. It's interchangeable lens stage and condenser systems can project 35mm, super slides, and 2¼ x 2¼ transparencies. It is completely counter-balanced and has crank operated raising and lowering mechanism.

The FPC Professional is perfect for studios doing a variety of work. It will handle all phases of Front Projection including: Industrial, Fashion, Commercial, Advertising Illustration, Military and Still Life photography. The FPC Professional is easily converted into the FPC STUDIO STAND.

RETRO—REFLEX SCREENS

All screens delivered complete with binding, grommets, and mounting elastics — ready to place on your own frame. (Blueprint provided)

6 x 8	\$372.00	12 x 15	\$1,350.00
8 x 8	\$496.00	12 x 20	\$1,800.00
10 x 12	\$900.00	15 x 25	\$2,812.50

Special sizes up to 20' x 50' available.

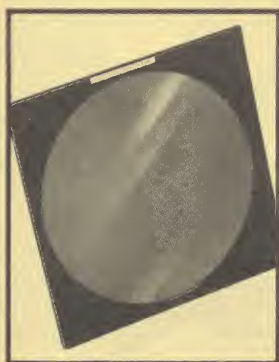
Screen sizes not shown above can be computed as follows:

- Screens up to 10' x 12' \$7.75 per sq. ft.
- Screens 10' x 12' and larger \$7.50 per sq. ft.
- Aluminum screen frames for 6' x 8' screen \$ 98.00
- Aluminum screen frames for 8' x 8' screen \$112.00

FPC PROFESSIONAL ACCESSORIES

- Camera positioning blocks (individually machined for your camera). \$ 50.00
- Zoom-Projection lens. 110mm-160mm f/3.5 precision mounted. \$175.00
- Zoom-Projection lens (used for 35mm transparencies). 43mm-86mm f/3.5, precision mounted. \$194.50
- 75mm Projection lens. f/2. precision mounted. \$295.00
- Beam splitter replacement 12" x 12". \$110.00
- Replacement flash tube. \$125.00
- Flash cable to adapt Ascor or Photogenic power supply (state which needed). \$ 35.00
- Burke and James 8" x 10" view camera (less lens). \$224.50
- 4" x 5" reducing back for 8" x 10" Burke and James view camera. \$ 48.00
- Calumet 8" x 10" view camera (less lens)..... \$295.00

- 4" x 5" reducing back for 8" x 10" Calumet view camera. \$ 57.50
- 5" x 7" reducing back for 8" x 10" Calumet view camera. \$ 49.50
- 150mm (6") Symmar f/5.6, Compur M/X shutter, precision mounted. \$151.20
- 215mm (8½") Caltar, f/6.3 Acme M/X shutter, precision mounted. \$135.00
- 375mm (14¾") Caltar, f/6.3 Universal M/X shutter, precision mounted. \$180.00
- 2¼" x 2¼" wide-angle, 4-element condenser system with special heat eliminating filters. \$250.00
- 75mm f/3.5 projection lens. \$ 34.50
- 35mm wide-angle, 4-element condenser system with special heat eliminating filters. \$232.50
- 50mm f/2.8 projection lens. \$ 69.95



FRONTAL LIGHTING FILTERS

- 3" x 3" Camera filter in metal frame \$5.00
- 4" x 4" Camera filter in metal frame \$8.50
- 8" x 8" Frontal lighting filter in metal frame \$27.00

- 11" x 11" Frontal lighting filter in metal frame \$ 35.00
- 16" x 16" Frontal lighting filter material \$ 50.00
- 19" x 25" Frontal lighting filter material \$ 75.00
- 19" x 50" Frontal lighting filter material \$150.00



FPC Projection Lens EXTENDER AND REDUCER KIT

Set of six quality lenses (plus 1, 2, 4 and minus 1, 2, 4, packaged in handsome leather case).

- Series 6 Kit \$19.95
- Also available: Series 9, plus 1, 2, & 4 extenders \$17.00 ea.
- Set of (3) Series 9 filters, individually packaged \$47.00

FPC DUST COVER

Heavy duty dust cover, cloth bound, custom made to cover entire housing of FPC Professional Model.

\$15.00

FRONT PROJECTION PORTRAIT/COMMERCIAL BACKGROUND SYSTEM

The FRONT PROJECTION Portrait/Commercial Background System was designed to fill all the background requirements of the small studio photographer.

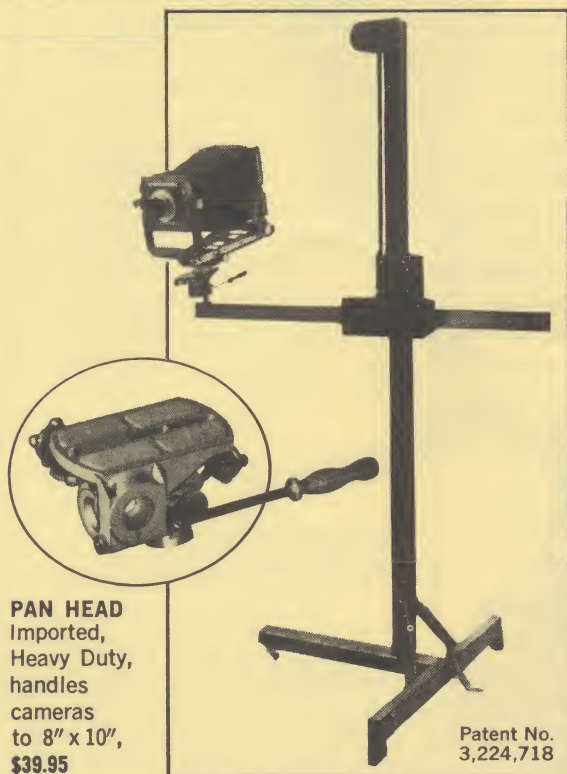
■ Light-weight, 30 lb. system. ■ Portable (will even fit in a suitcase). ■ Low-cost ■ Completely flexible. ■ Mounts easily on your own studio stands and tripods. ■ Efficient electronic flash tube permits the use of power-packs of up to 400 watt seconds. ■ 35mm wide-angle condenser system and highly efficient 50mm lens (accepts transparencies for projection up to super slide size). ■ Utilizes full range of camera sizes up to and including 4" x 5". ■ Ideal for photographing brides, babies, formal portraits, school books, table-tops, in-plant industrial photographs, difficult-to-move subjects, and hard-to-find subjects. ■ Fast operating.



BASIC UNIT ALSO INCLUDES:

- Sliding camera shelf plus a camera support.
- Special 9" x 9" beam splitter.
- Unique light baffle and trap.
- 420 watt quartz iodine lamp for focusing and incandescent exposure.
- Unique electronic flash tube.
- Camera Positioning Block

PROFESSIONAL USERS PRICE: (less screen and accessories)\$1,550.00



PAN HEAD
Imported,
Heavy Duty,
handles
cameras
to 8" x 10",
\$39.95

Patent No.
3,224,718

TERMS: Net F.O.B. Factory Delivery: 30 days ARO

Front Projection Corporation is a wholly owned enterprise of Sherman Fairchild, well known aerial camera pioneer. It engineers and manufactures a patented screen and camera projector for combining Front Projection backgrounds with real foregrounds. The corporation operates under pending applications, Jenkins' Patents Nos. 2,727,427 and 2,727,429, H. Baker Patent No. 3,227,509 and S. Fairchild Patent No. 3,224,718.

FRONT PROJECTION STUDIO STAND

Model S-3 (pictured) A product of Aircraft Design Technology, this sturdy monopost camera support utilizes high-strength drawn steel tubing for maximum rigidity.

Also featuring:

- Unique horizontal trolley with 5' extendable arm.*
- Universal camera mounts permit mounting on either side.
- Counter balanced with highly efficient Negator spring for even tension from top to bottom of travel.
- Heavy-duty casters for total glide-ease mobility.
- Solid single-action foot-lever lock.
- Overall height 9'. (7' monopost also available on special order.)

*Also available with 3' extendable arm.

Professional users price **\$549.00**

Model S-2 Same overall construction as S3 but with heavy duty, individually locking casters instead of single action foot lever.

Professional users price **\$449.00**

Power Pack Plate — Enables you to place your power pack on base of stand for maximum mobility.

Professional Users Price **\$15.00**

Carrying Case — A two piece fitted unit for carrying or storing your Portrait/Commercial system. Custom designed for convenience, portability, and safety.

Professional Users Price **\$150.00**

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

FPC AUTHORIZED DEALER